



BIG BAZAAR TURNS 8 ► [read more](#)

MUMBAI WELCOMES ITS FIRST HOMETOWN ► [read more](#)

PRIL WINS BEST AUDIT COMMITTEE AWARD ► [read more](#)

TASTY TREAT CORNFLAKES ANNOUNCED ► [read more](#)

## FIRST BIG BAZAAR TURNS 8!



India's first hypermarket retail outlet and the first Big Bazaar store in the chain at VIP Road, Kolkata turned 8 years. This was indeed an emotional moment for its employees and the management on a journey which began on 11th October, 2001.

This milestone emphasises the customer's patronage and faith in the company which has helped it realize its dreams. The store and its customers engaged in a week-long celebration.

## PANTALOON RETAIL (INDIA) LIMITED WINS BEST AUDIT COMMITTEE AWARD 2009

It was a matter of great pride when Pantaloon Retail was conferred with the Best Audit Committee 2009 award by the Indian Merchants Chamber (IMC) and Asian Centre for Corporate Governance & Sustainability (ACCGS) for Corporate Governance and Sustainability.

The award was received by Mr. S Doreswamy, Director & Chairman, PRIL Audit Committee in a glittering event in Mumbai on 18th December 2009.



## FLDL ANNOUNCES MBA IN RETAIL



Future Learning & Development (FLDL) is set to launch its first major educational initiative, an **MBA Retail** programme. This professional 2 year classroom course is designed in association with Indira Gandhi National Open University (IGNOU) and Future Education Ltd (FE) and will provide high quality instruction in all general management and retail subjects.

The course has been designed by industry experts and will be supplemented with practical training through mock sessions, store visits and field training. Final placements will be offered to all candidates who successfully complete the course.

## OCT - DEC '09 SALES

Gross sales during Q2 ended 31st December '09 from Value Retailing stood at Rs. 1,394.11 crores, while sales from Lifestyle Retailing was Rs. 549.74 crores. Home Retailing sales stood at Rs. 318.47 crores. Same store growth under Value Retailing was 6.89 per cent, Lifestyle Retailing stood at 11.02 per cent and Home Retailing was about 1 per cent.

Particulars	Oct - Dec '08	Oct - Dec '09	YOY%
	Sales	Sales	Change
Value Retailing	1,223.52	1,394.11	13.94%
Life Style Retailing	440.55	549.74	24.79%
Home Retailing	286.29	318.47	11.24%
<b>Total</b>	<b>1,950.35</b>	<b>2,262.32</b>	<b>16.00%</b>
Less: Inter-Company Sales	104.63	106.15	1.45%
<b>Total</b>	<b>1,845.72</b>	<b>2,156.17</b>	<b>16.82%</b>
<b>Same Store Growth</b>			
Value Retailing - PRIL	1,148.81	1,227.99	6.89%
Life Style Retailing	425.46	472.34	11.02%
Home Retailing	164.45	166.05	0.98%

Sales are in rupees crores.

## BIG BAZAAR HELPS FLOOD AFFECTED VICTIMS IN ANDHRA PRADESH

The devastation caused by the floods in Andhra Pradesh during the month of October 2009, left in its trail a story of destruction and rendered lakhs of people homeless, dependent and hungry.

In Kurnool distict alone over 200 villages were destroyed and 7 lakh people affected.

As a serious CSR initiative and a responsible entity, Big Bazaar stores in Andhra Pradesh took it upon themselves to engage with the community, joining hands with the local administration to help the flood affected victims and households by distributing essential commodities such as rice, dal, oil, soaps and medical assistance.



Store Count	Square Feet	Date of Opening	Location
117th Store	35,500 sq.ft.	2nd October 2009	City Mall, Kota, Rajasthan
118th Store	40,500 sq.ft.	9th October 2009	South Avenue Mall, Jabalpur, M.P.
119th Store	42,000 sq.ft.	14th October 2009	Udaipur, Rajasthan
120th Store	36,600 sq.ft.	18th October 2009	Jamshedpur, Jharkhand
121st Store	25,600 sq.ft.	14th January 2010	Treasure Bazaar, Nanded, Maharashtra

## TASTY TREAT CORNFLAKES LAUNCHED



The month of November 2009 witnessed saw the company launching breakfast cereals under its private brand 'Tasty Treat'. Positioned as a healthy, nutritional, convenient and good breakfast option, Tasty Treat cornflakes have been introduced in 3 varieties; Chocolate (Choco Gol), Honey (Honey Circles) and Plain Cornflakes.

This product line is attractively priced and competes with established International and MNC brands in the breakfast cereal category. The product is available across all Food Bazaar stores in 4 pack sizes- Plain Cornflakes in 250 gms & 475 gms, Choco Gol's in 375 gms and Honey Circles in 300 gms packs.



Store Count	Square Feet	Date of Opening	Location
170th Store	5,650 sq.ft.	14th November 2009	Gulmohar Park, Ahmedabad, Gujarat
171st Store	4,000 sq.ft.	14th January 2010	Treasure Bazaar, Nanded, Maharashtra
172nd Store	7,000 sq.ft.	22nd January 2010	247 Park, L.B.S. Marg, Vikhroli, Mumbai



**SOBO CENTRAL INDIAN 2000 GUINEAS**

South Mumbai's newest and hottest destination to Shop, Eat and Celebrate, SOBO Central, sponsored the SOBO CENTRAL INDIAN 2000 GUINEAS - Grade 1 derby on 20th December 2009.

Over 10,000 people attended the event which was won by Jacqueline and trained by Pesi Shroff.



Store Count	Square Feet	Date of Opening	Location
11th Central	3,00,000 sq.ft.	21st October 2009	J P Nagar, Bangalore
12th Central	1,30,000 sq.ft.	14th November 2009	C G Road, Ahmedabad



Store Count	Square Feet	Date of Opening	Location
11th Brand Factory	40,000 sq.ft.	16th January 2010	Chidananda Square, Bangalore



**PANTALOONS COSMOPOLITAN FFF AWARDS 2009**

The Cosmopolitan FFF Awards 2009 was held in the month of November 2009 in Mumbai. The awards function was held to felicitate women of substance in the fashion and entertainment industry.

Pantaloons associated with the Awards as Style Partner and sponsoring part of the men's wear promotion - **'What Men Desire'**. In addition, a fashion show titled Sensational Styles for Men by Pantaloons, showcasing men's line of clothing from Pantaloons was also presented.



**PANTALOONS ASSOCIATES WITH 2009 SUPER-HIT '3 IDIOTS'**



Pantaloons was proud to be associated with the highly successful movie of 2009, '3 Idiots' as its apparels and accessories partner. The collection offers shoppers an opportunity to partake of the movies magic as well as experience the style of their favorite stars.

In addition, the film's star Amir Khan has also personally designed Doodle T-shirts which proved to be a big hit amongst his fans, reflecting the stars attitude and youth connect.

## PANTALOONS FEMINA MISS SOUTH INDIA 2010

For the third year in succession, Pantaloons sponsored the **Pantaloons Femina Miss India South** in Hyderabad on 23rd December, 2009. The girls were shortlisted from entries made through auditions held at Pantaloons stores in Bangalore, Chennai and Hyderabad and online call for entries.

The finals involved the girls walking the ramp in Pantaloons Party collection with black and purple colors being the theme. Nichole Faria was crowned the winner while Kritika Babu and Pooja Hegde were the first and second runners up respectively.



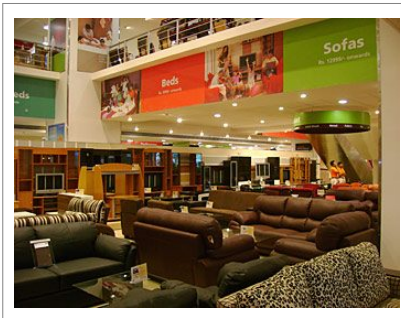
**HomeTown**  
Ab ghar banana kitna aasaan!

RETAILING LIFESTYLE

## AB BADLEGA MUMBAI KA HAR GHAR

The city of Mumbai welcomed its first Home Town store spread over nearly 2,00,000 lakh square feet. The store is the largest in the chain of 10 Home Town stores and promises to live upto it's positioning of being India's Largest Home-Making Destination.

The USP of this format is that apart from offering the customer everything under a single roof, the emphasis on customer engagement through services and ideation is very important. The store will also house the unique **Design and Build** section for low cost, turnkey solutions for providing design and project execution services to any customer walking into the store. This service will also be extended to small offices, restaurants, showrooms etc.



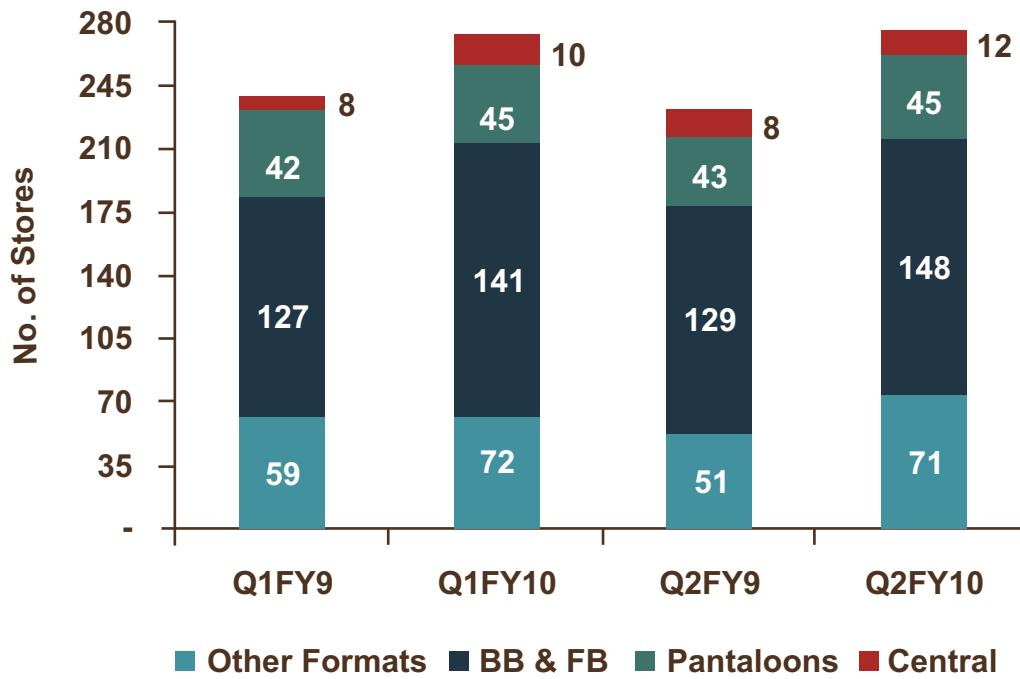
The citizens of Mumbai can now avail of a one stop destination for all products and services that go into their home building and improvement. From thousands of categories, product lines and designs to choose from, Home Town will deliver everything for the home for every persons budget. For example, customers can choose from over 100 designs each in sofa and bed sets, over 50 contemporary modular kitchen designs, nearly 2000 bath products, over 5000 options each in furnishing and lighting & electrical product lines apart from a whole host of flooring, wall carpentry and hardware options. In addition, the store

also contains an electronics section showcasing over 250 brands. We believe that the consumer sentiments are back and with residential realty prices correcting coupled with softening of home and personal loans, the confidence to launch the 10th Home Town is justified.

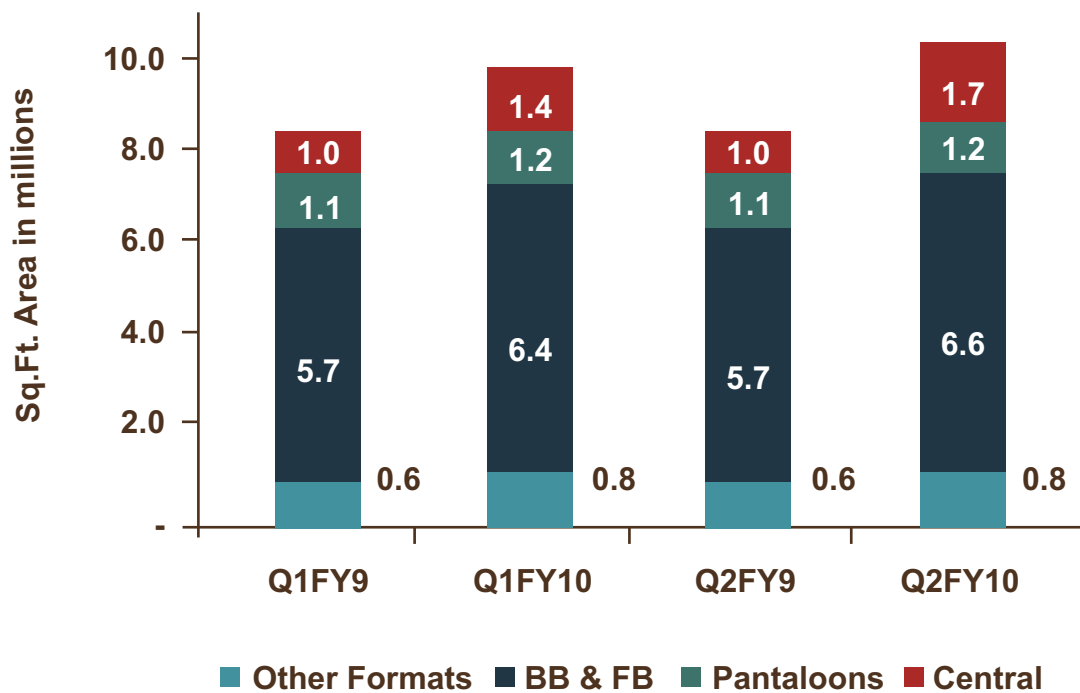
Store Count	Square Feet	Date of Opening	Location
10th Store	2,00,000 sq.ft.	22nd January 2010	247 Park, L.B.S. Marg, Vikhroli, Mumbai

## OPERATIONAL AND BUSINESS PERFORMANCE FOR Q2 ENDED 31ST DECEMBER, 2009

### NO OF STORES BY FORMAT Q-O-Q

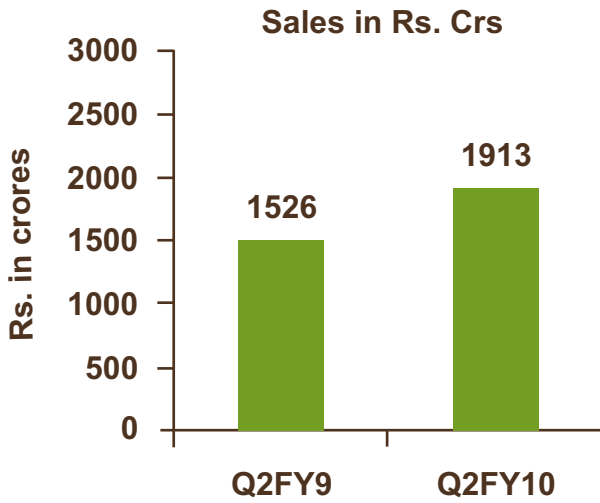


### RETAIL SPACE BY FORMAT Q-O-Q

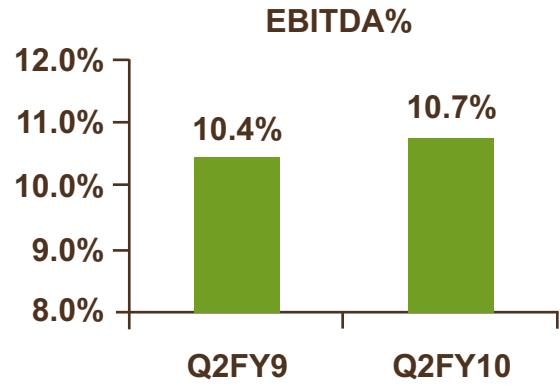


## OPERATIONAL AND BUSINESS PERFORMANCE FOR Q2 ENDED 31ST DECEMBER, 2009

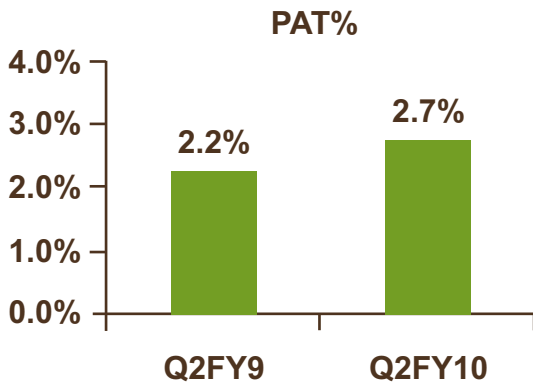
### TOTAL REVENUES



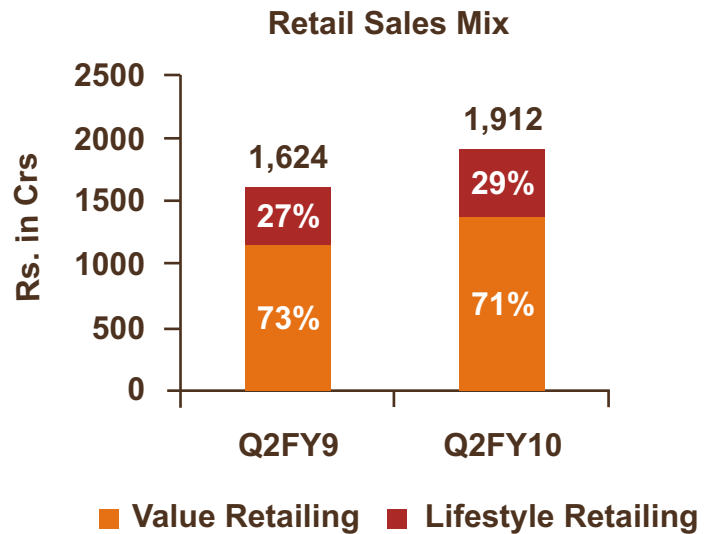
### EBITDA MARGINS



### PAT MARGINS



### SALES MIX FOR Q2FY10 VS Q2FY09



### SAME STORE SALES GROWTH FOR Q2FY10 VS Q2FY09

#### Same Store Sales Growth Mix Q2FY10 over Q2FY09

